

BRAND IDENTITY GUIDELINES

This is how we look and how we talk to the world



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Brave Curious Minds

Brand personality



We want to stay awesome!

After all the hard work put into creating a cohesive brand identity, we want to make sure it stays that way. Following this guide will ensure the brand PlanetHoster is used in a way that upholds the aesthetic standards and keeps the brand looking professional and consistent.

Logo composition

There are 2 versions of the logo:

Square version



Wide version



Particular attention must be paid to the use of the PlanetHoster logotype in order to preserve the legibility of the various elements that make it up.

We will try to respect the following rules of use:



Minimal size
1 inch x 1 inch



Minimal size
1 1/2 inch wide

Depending on the reproduction method used (eg: embossing, screen printing), it may be necessary to increase this size.

The minimum protected space defined around the logotype corresponds to the height of the "P" of "PlanetHoster".

No other graphical element (text, other logotype) likely to disturb legibility should come into this space.

Logos variations



Exclusion zone



Incorrect usage of the logo



Privilégier cette façon sur fond agité

The use of the PlanetHoster logotype in reverse on a green background is preferred. On a visual background, background disturbed, use the logotype with a green background. Favor a good contrast.



- Do not skew or rotate the logo in any way.
- Do not distort or stretch the logos.
- Do not use the wordmark without the icon.
- Do not change the typeface nor recreate or manipulate the wordmark and the icon.
- Do not change the logo color.
- Avoid stylizing the logo with drop shadows, glows or any other technique.

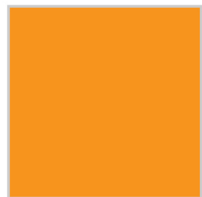
Color palette



Green Planet Hoster

HEX: #80B941

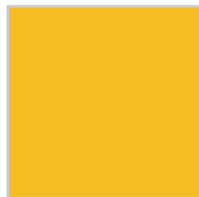
R: 128 C: 55%
G: 185 M: 5%
B: 65 Y: 100%
K: 0%



Orange

HEX: #F7941E

R: 247 C: 0%
G: 148 M: 50%
B: 30 Y: 100%
K: 0%



Yellow

HEX: #F6BD22

R: 246 C: 4%
G: 189 M: 26%
B: 34 Y: 100%
K: 0%



Turquoise

HEX: #2EC3BD

R: 46 C: 68%
G: 195 M: 0%
B: 18 Y: 32%
K: 0%



Cyan blue

HEX: #55BBEB

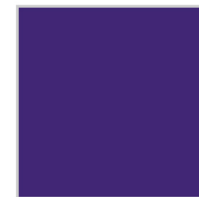
R: 85 C: 58%
G: 187 M: 8%
B: 235 Y: 0%
K: 0%



Royal blue

HEX: #0882C3

R: 8 C: 58%
G: 130 M: 8%
B: 195 Y: 0%
K: 0%



Violet

HEX: #402675

R: 64 C: 92%
G: 38 M: 100%
B: 117 Y: 20%
K: 8%



Charcoal

HEX: #4F4F4F

R: 79 C: 65%
G: 79 M: 57%
B: 79 Y: 57%
K: 35%

We love green

As an Eco-conscious brand, we encourage our partners to share with the world their efforts to go green by posting our green hosting referral logo.



PlanetHoster[®]
Host Your World



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